What is Live Video?
Live Video is streaming video content sent in compressed form over the internet and displayed by the viewer in real time.

Why Should Marketers Care?
Live Video gives brands the opportunity to connect with customers on a far more genuine, personal level than polished and produced videos. Also, social channels like Facebook and Instagram are sharing live video content more readily due to its increasing popularity among consumers.

Key Live Video Stat
According to research by MediaKix, the streaming industry is estimated to reach $124.6 billion by 2025. To put it in perspective, in 2016 the streaming industry was worth $30.29 billion.
Livestream marketing is going to be most efficient when trying to reach millennials and Generation Z. With the ever-growing importance of finding ways to differentiate your brand, live stream marketing just might be a good strategy to add when trying to reach these demographics.

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CASE STUDY

TBS Delivers an Animated, Interactive Facebook Live Experience

TBS recently launched *Final Space*, an animated series targeting adult viewers. While the show was gaining momentum, TBS wanted to create a breakthrough experience that would engage current fans and invite new fans to tune in.

*Final Space* airs on Monday evenings, but due to a basketball tournament, the show was on a brief hiatus. Because the *Final Space* target audience was unlikely to be watching the basketball games, there was an opportunity to connect with them through another channel: social media.

TBS wanted to leverage technology and innovation in an approachable way to appeal to the tech-savvy gamer millennials it was after. Gary, the main character of *Final Space*, loves playing cards, so a live card game between animated Gary and viewers became the crux of the project.

User interface elements such as a score tracker, an audience comment box, and a voting mechanism added interactive components to the experience.
This project resulted in the best-performing Facebook Live for TBS to date. During the event, the brand reached over 500,000 people. Engagement was high; those who participated continued to participate throughout the event.

TBS closed the gap between Gary’s world and the viewers’ reality by having a hand model display real cards in front of the camera. The hand model played cards based on viewers’ votes.

Want to learn more?

ANA Members have access to the CMO Concierge Research Service, where our experts can help you get started on innovation by helping you find the right partners, identify industry benchmarks, and learn about consumer behavior around this and other emerging trends. Contact ask@ana.net for more information.